ADDLLY AI

AEO Checklist: 25 Checks for Answer Engine Optimization

A page-level audit to check whether ChatGPT, Perplexity and Google AI Overviews can find, quote and trust your answers. Use one copy per page.

Page URL _____

Primary question _____

Audited by _____

Date _____

How to use this checklist

1. Confirm the prerequisites below first. If AI crawlers cannot fetch the page, content checks will not help.
2. Work through the 7 groups and tick **Pass**, **Fail** or **N/A** for each check.
3. Fix every failed **High** check first, then plan the **Medium** fixes by group.
4. Fill in the scorecard on the last page and re-run the checklist every quarter, or whenever you update the page.

Before you start: prerequisites

Prerequisite	What a pass looks like	Result
AI crawler access	robots.txt, CDN and firewall rules allow the AI crawlers you want citations from, such as OAI-SearchBot and PerplexityBot	☐ Pass ☐ Fail ☐ N/A
Answer in raw HTML	The main answer is in the HTML the server returns, not added later by JavaScript	☐ Pass ☐ Fail ☐ N/A
Confirmed bot activity	Server logs show recent requests from AI bots to the page	☐ Pass ☐ Fail ☐ N/A

1. Question research

Each page targets one real buyer question, plus the follow-ups people ask AI tools.

#	Check	What to check	How to check	Pass looks like	Priority	Result
1	**One primary question per page**	The single question the page answers	Write the question at the top of the brief, then compare it with the H1 and intro	The H1 and first paragraph answer the same question	High	☐ Pass ☐ Fail ☐ N/A
2	**Questions come from real data**	Where each target question came from	Pull question queries from Google Search Console, People Also Ask, AI prompts, and sales or support tickets	Every target question has a recorded source	High	☐ Pass ☐ Fail ☐ N/A
3	**Answer format matches intent**	Definition, process, comparison or list	See how the AI Overview and featured snippet answer the query today	Definitions get a paragraph, processes get steps, comparisons get a table	Medium	☐ Pass ☐ Fail ☐ N/A
4	**Follow-up questions covered**	Fan-out questions around the main one	Ask the main question in two AI tools and note the follow-ups; expand People Also Ask	The top 3 to 5 follow-ups are answered on the page or linked to related pages	Medium	☐ Pass ☐ Fail ☐ N/A

2. Answer blocks

Each section opens with a direct answer that still makes sense when quoted alone.

#	Check	What to check	How to check	Pass looks like	Priority	Result
5	**Answer-first opening**	The first 40 to 60 words under the H1	Read the opening alone and ask if it would work as an AI answer	It names the subject and answers the question in 40 to 60 words	High	☐ Pass ☐ Fail ☐ N/A
6	**First sentence answers each heading**	The first sentence under every H2 and H3	Read only the first sentence of each section	Each first sentence answers its heading in 30 words or fewer	High	☐ Pass ☐ Fail ☐ N/A
7	**Self-contained chunks**	Sections that open with "it", "this" or "they"	Scan section openers and paragraph length	Each section names its subject; atomic paragraphs of 2 to 4 sentences	High	☐ Pass ☐ Fail ☐ N/A
8	**Terms defined on first use**	Acronyms, jargon and product names	Find the first use of each acronym on the page	Every acronym and key term gets a one-line definition	Medium	☐ Pass ☐ Fail ☐ N/A

3. Structure

Clear headings, tables and lists make the page easy for AI systems to parse.

#	Check	What to check	How to check	Pass looks like	Priority	Result
9	**Question-led heading hierarchy**	One H1, H2 and H3 nesting, question-style H2s	View the heading outline with a browser extension or crawler	One H1, no skipped levels, and most H2s phrased as buyer questions	High	☐ Pass ☐ Fail ☐ N/A
10	**Tables for comparisons**	Comparisons written as prose	Look for "vs", "compared with" or option lists inside paragraphs	Comparisons sit in tables with a labeled header row	Medium	☐ Pass ☐ Fail ☐ N/A
11	**Lists for steps and criteria**	Processes and criteria buried in paragraphs	Flag any paragraph with three or more steps or items	Steps are numbered lists; criteria are bullet lists	Medium	☐ Pass ☐ Fail ☐ N/A
12	**Visible FAQ block**	Questions the body does not already answer	Compare the FAQ questions with the H2s	4 to 6 new questions, each answered in its first sentence	Medium	☐ Pass ☐ Fail ☐ N/A

4. Snippet, PAA and AI Overview eligibility

Google can show the page in featured snippets, People Also Ask and AI Overviews at all.

#	Check	What to check	How to check	Pass looks like	Priority	Result
13	**Indexed and snippet-eligible**	noindex, nosnippet, data-nosnippet or a low max-snippet near the answer	Run URL Inspection in Search Console and check the page source	The page is indexed, and no preview control hides the answer from an AI Overview	High	☐ Pass ☐ Fail ☐ N/A
14	**Answer in visible text**	Answers inside images, PDFs or tabs that load only with JavaScript	Load the page with JavaScript off and search the HTML for the answer	The answer is plain, visible text on the page	High	☐ Pass ☐ Fail ☐ N/A
15	**Structured data matches the page**	Article, BreadcrumbList, Organization and FAQPage markup	Run Google's Rich Results Test and the Schema Markup Validator	Markup is valid, and every value matches visible content	Medium	☐ Pass ☐ Fail ☐ N/A

5. Entity clarity

AI models describe your brand, products and category the way you do.

#	Check	What to check	How to check	Pass looks like	Priority	Result
16	**Consistent brand and product names**	Spelling of brand and product names, plus a category phrase	Search the site for name variants and old product names	One spelling everywhere, paired with a category phrase on core pages	High	☐ Pass ☐ Fail ☐ N/A
17	**Organization facts agree everywhere**	Organization schema, the About page, LinkedIn and directory profiles	Compare name, logo, founding date and sameAs links	Every profile states the same facts	Medium	☐ Pass ☐ Fail ☐ N/A
18	**Descriptive internal links and URLs**	Anchor text, URL slugs and links to related pages	Crawl the page's internal links and flag "click here" anchors	Descriptive anchors, readable slugs, no dead links, and a link up to the pillar	Medium	☐ Pass ☐ Fail ☐ N/A

6. Trust, proof and freshness

Each page shows who wrote it, where its facts come from and when it was last reviewed.

#	Check	What to check	How to check	Pass looks like	Priority	Result
19	**Named author with credentials**	Byline, bio, role and profile link	Check the byline and the author page	A real, named author with relevant E-E-A-T and a linked bio	High	☐ Pass ☐ Fail ☐ N/A
20	**Sourced statistics**	Every number on the page	List each statistic next to its link	Every statistic has a primary, dated, linked source	High	☐ Pass ☐ Fail ☐ N/A
21	**One original element**	Original data, screenshots or worked examples	Look for anything a competitor could not copy	At least one first-party data point, screenshot or example	Medium	☐ Pass ☐ Fail ☐ N/A
22	**Updated date matches reality**	The visible "Updated on" date and dateModified in schema	Compare the visible date with the page source	Both dates match, and the page has a set review cycle	Medium	☐ Pass ☐ Fail ☐ N/A

7. Off-site answers

Third-party pages cited in AI answers say accurate things about your brand.

#	Check	What to check	How to check	Pass looks like	Priority	Result
23	**Answers on Reddit and Quora**	Threads that AI engines cite for your questions	Ask ChatGPT and Perplexity your main questions and note the cited threads	Genuine, disclosed answers from your team on the top threads	**Medium**	☐ Pass ☐ Fail ☐ N/A
24	**YouTube answer**	A video that answers the main question	Search YouTube and Google video results for the question	One video answers the question early, with a matching title and description	**Medium**	☐ Pass ☐ Fail ☐ N/A
25	**Consistent third-party descriptions**	Review sites, directories and partner pages	Compare how each source describes your product and category	Third-party descriptions match your own facts	**Medium**	☐ Pass ☐ Fail ☐ N/A

Scorecard

Group	Checks	High	Passed	Failed	N/A
Question research	4	2			
Answer blocks	4	3			
Structure	4	1			
Snippet, PAA and AI Overview eligibility	3	2			
Entity clarity	3	1			
Trust, proof and freshness	4	2			
Off-site answers	3	0			
Total	**25**	**11**			

Top fixes for this page (failed High checks first)

#	Fix	Owner	Due date
1			
2			
3			
4			
5			

Run this checklist across every page and market

Addlly AI is an AI search visibility platform. Its GEO Audit shows which sources ChatGPT, Gemini, Perplexity, Google AI Overviews, Claude and Copilot cite for your buyers' questions, and its GEO agents and specialists fix the pages that fail.

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